Databases - 26

Fig. 1

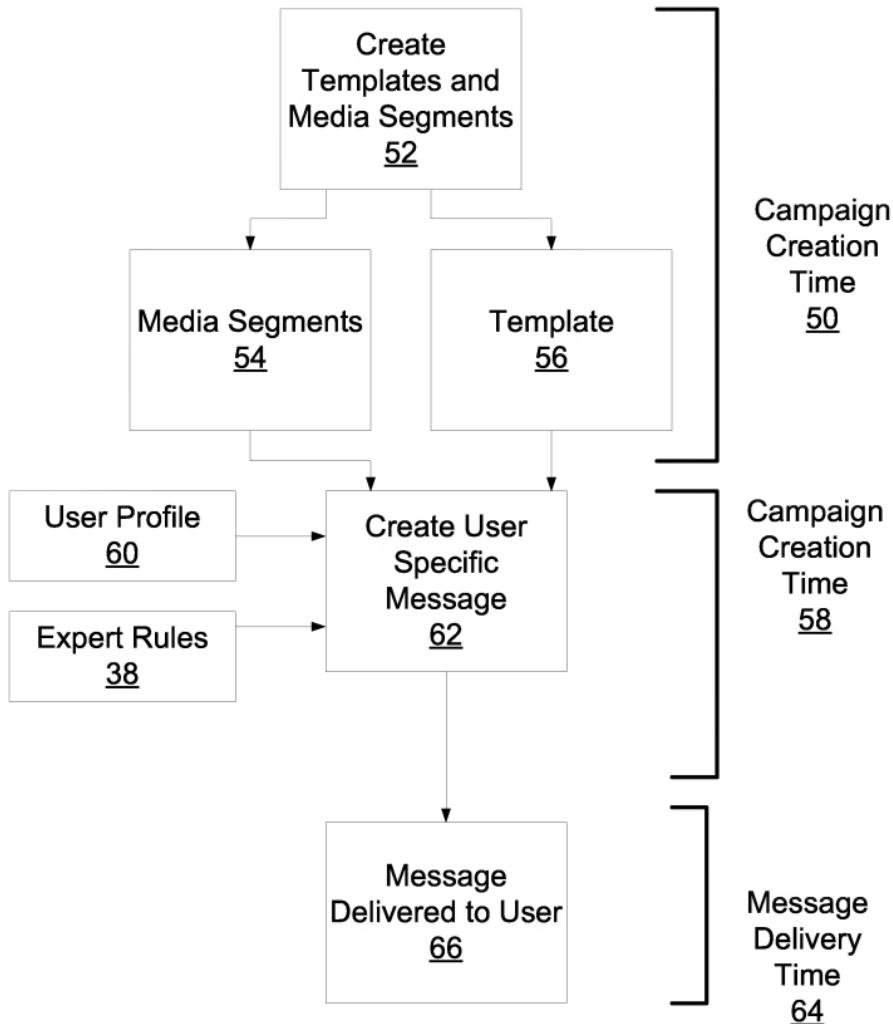
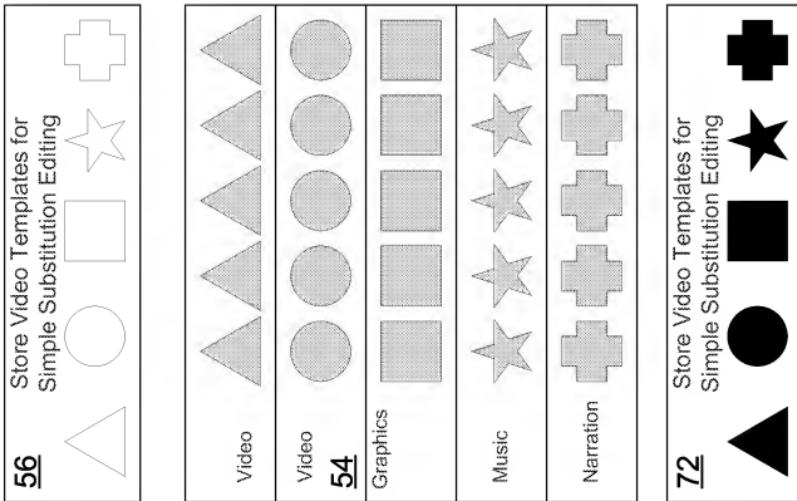


Fig. 2



Use Story Template



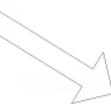
Rules System for Substitution Editing
38



Select Rich Media



Make Final Assembly



Get User Profile
60
Deliver Personalized Ad
24

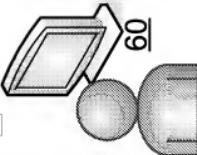


Fig. 3

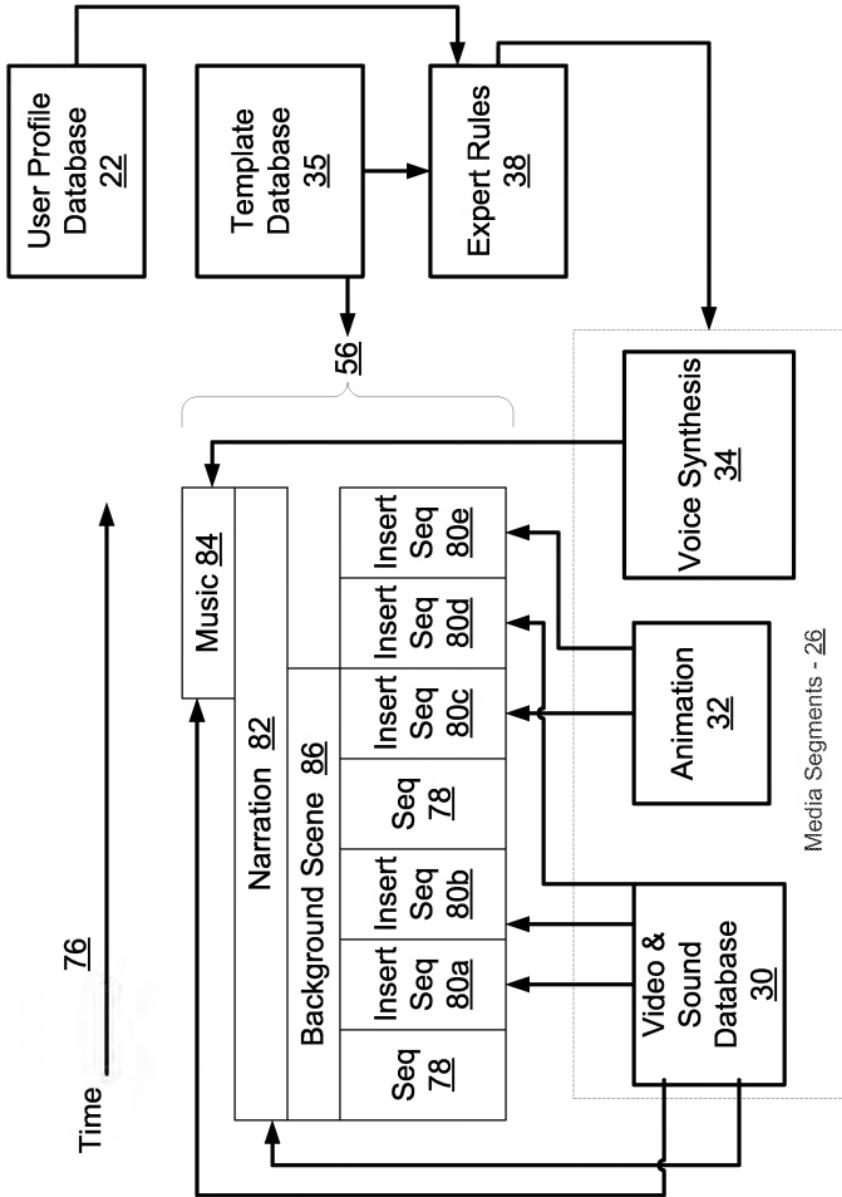


Fig. 4

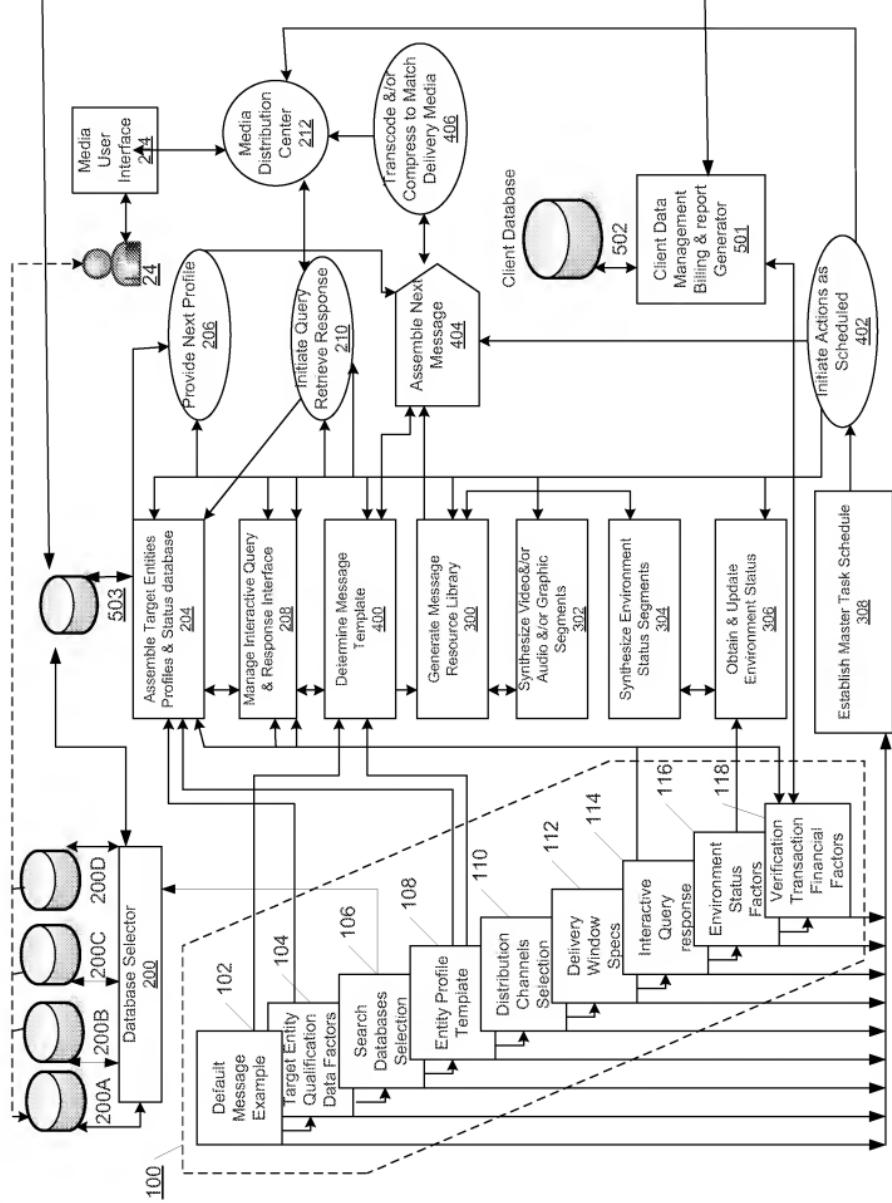
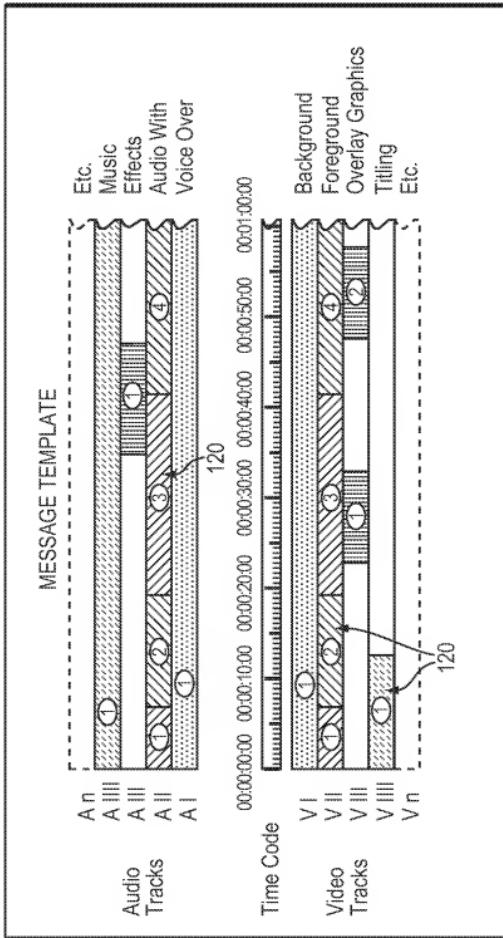


Fig. 5

REPLACEMENT SHEET

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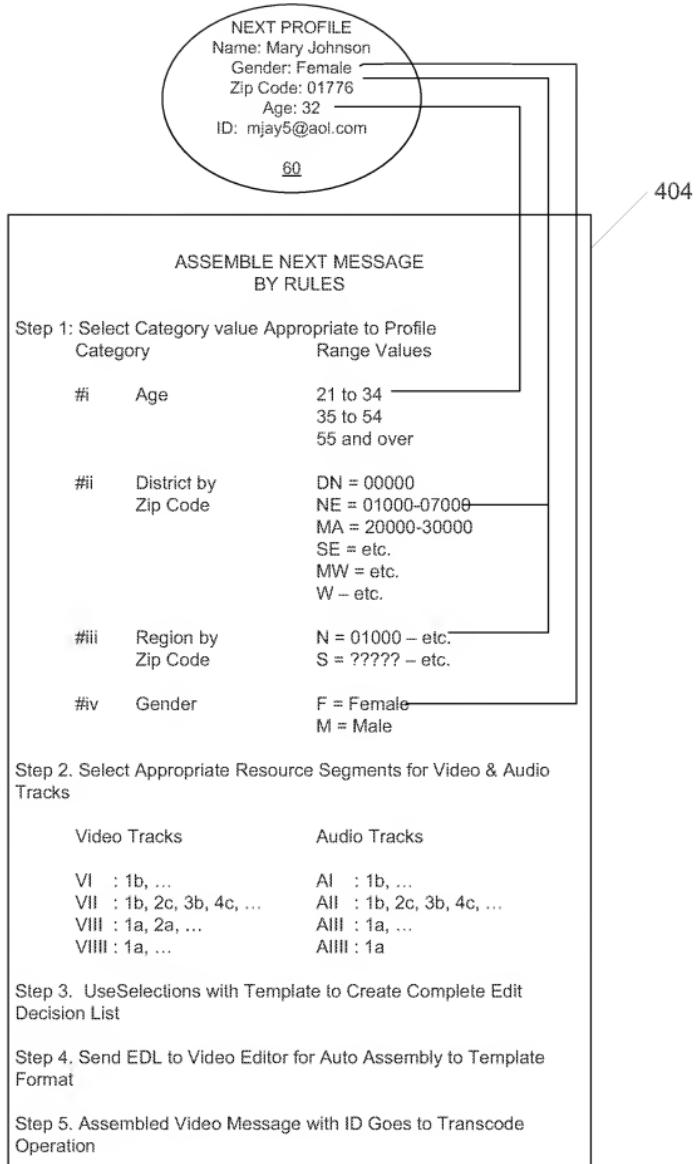
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II

REPLACEMENT SHEET

26

MESSAGE RESOURCES LIBRARY

FIG. 7

**Fig. 8**

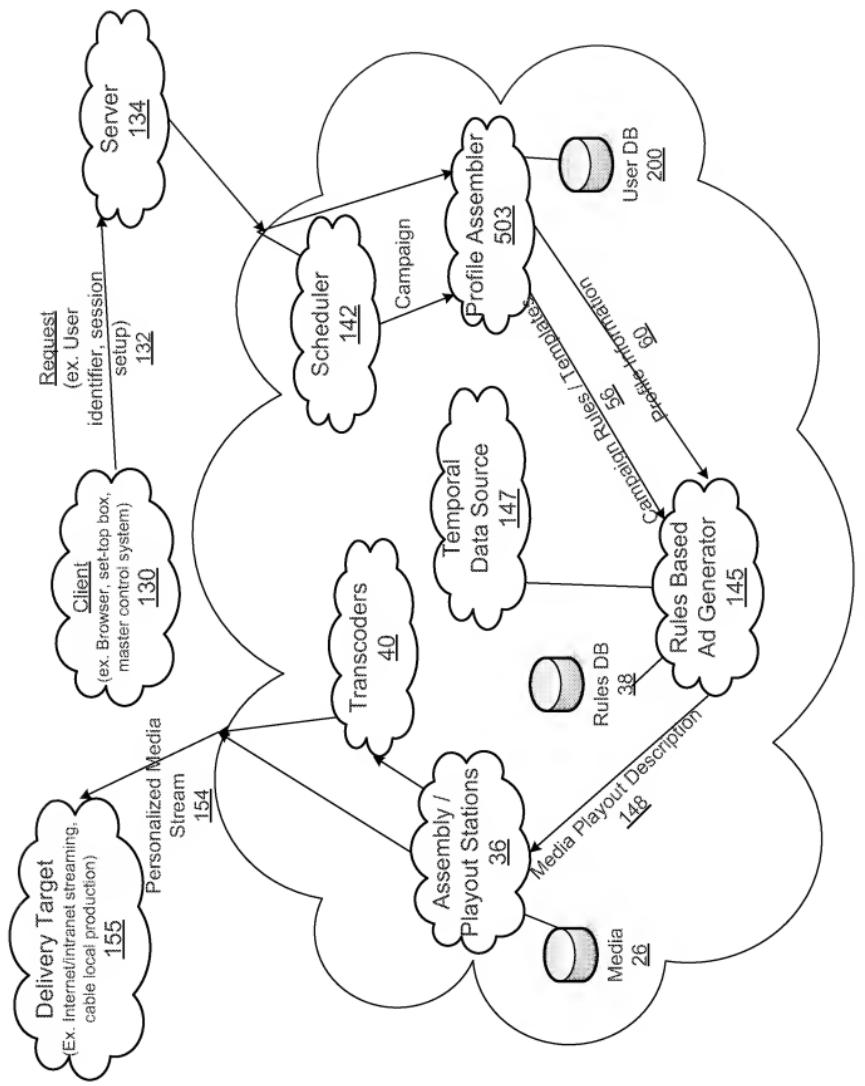


Fig. 9

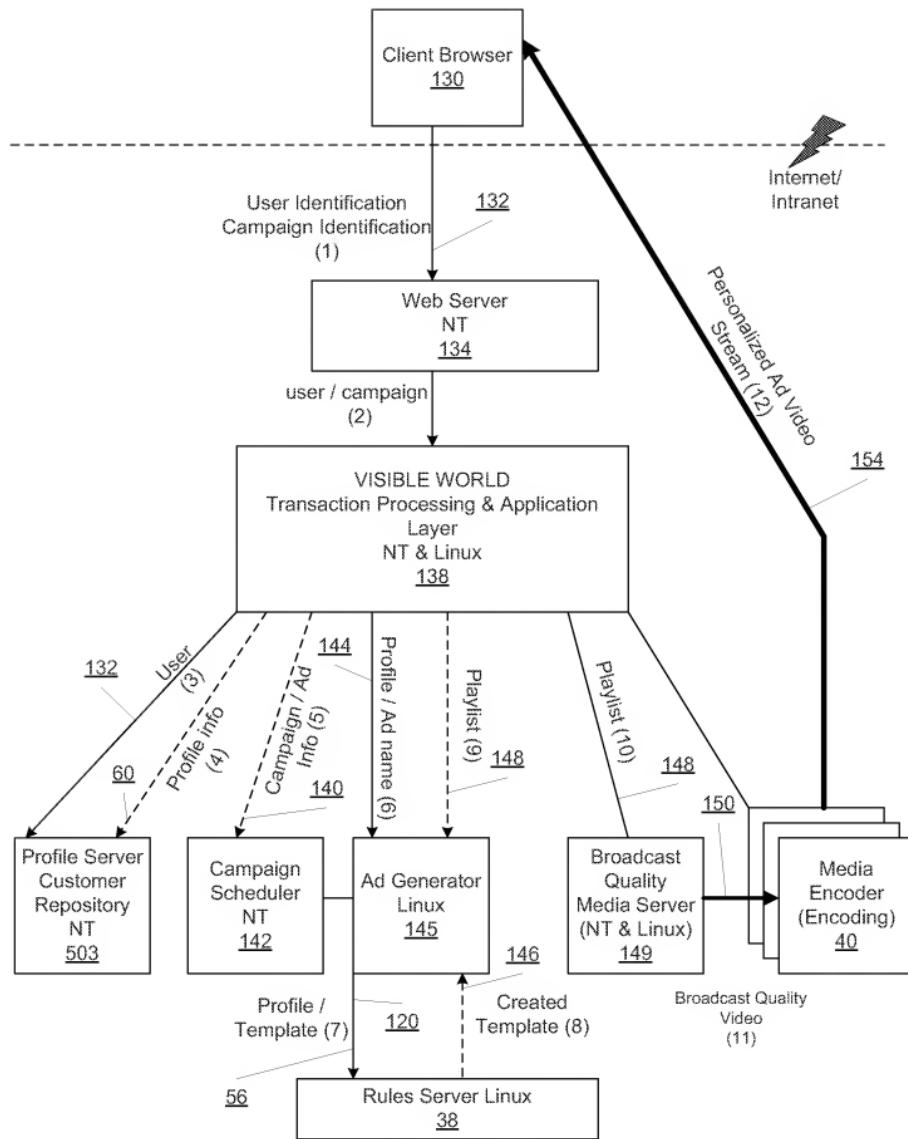


Fig. 10